



# NPPA 2020 WINNERS

## CONGRATULATIONS TO THE WINNERS OF THE NATIONAL PARENTING PRODUCT AWARDS 2020

### BEST NEW PRODUCT LAUNCH 2020

**GOLD:** BabyBoo ZippyBoo Suit

**SILVER:** Maxi-Cosi Coral

**BRONZE:** Dunnes Stores Extra Soft Cotton Soft Wipes - Fragranced

### OUT AND ABOUT

#### BEST TRAVEL PRODUCT

**GOLD:** Calpol SixPlus Fastmelts (12s)

**SILVER:** Milton Solo Travel Steriliser

**BRONZE:** Nuna SENA Aire Travel Cot

#### BEST OUT AND ABOUT ACCESSORY

**GOLD:** Milton Mini Portable Soother Steriliser

**SILVER:** Little Luca Miyali Mirror

**BRONZE:** Safety 1st Nap-to-Go bag

#### BEST INFANT CARRIER CAR SEAT

**GOLD:** Maxi-Cosi CabrioFix & EasyFix

**SILVER:** Maxi-Cosi Pebble Pro i-Size & FamilyFix3

**BRONZE:** BeSafe iZi Go Modular i-Size

#### BEST CAR SEAT FROM BIRTH TO 4 YEARS

**GOLD:** Joie i-Spin 360

**SILVER:** Maxi-Cosi Mica

**BRONZE:** BeSafe iZi Turn i-Size

#### BEST CAR BOOSTER SEAT

**GOLD:** Maxi-Cosi Kore Pro i-Size

**SILVER:** BeSafe iZi Flex FIX i-Size

**BRONZE:** BeSafe iZi UpFix

#### BEST PUSHCHAIR

**GOLD:** Maxi-Cosi Adorra

**SILVER:** UPPAbaby CRUZ V2

**BRONZE:** Out'n'About Nipper Single V4

#### BEST LIGHTWEIGHT STROLLER

**GOLD:** Joie Tourist Stroller

**SILVER:** Quinny LDN

**BRONZE:** Out'n'About Nipper GT

#### BEST TRAVEL SYSTEM

**GOLD:** Nuna DEMI Grow Travel System

**SILVER:** Baby Elegance Drift Travel System

**BRONZE:** UPPAbaby VISTA V2

### BABY BATH TIME

#### BEST BATH TIME TOILETRY PRODUCT

**GOLD:** Mamia Naturals Baby Hair & Body Wash

**SILVER:** Mamia Baby Care Bed Time Bath

**BRONZE:** Mamia Naturals Baby Moisturising Lotion

### BABY SKINCARE

#### BEST BABY SKINCARE RANGE

**GOLD:** AVEENO Baby Range

**SILVER:** Childs Farm Baby Skincare Range

**BRONZE:** La Roche-Posay Lipikar Range

#### BEST BABY SKINCARE PRODUCT

**GOLD:** Childs Farm Baby Moisturiser

**SILVER:** La Roche-Posay Cicaplast

**BRONZE:** Eucerin Aquaphor Soothing Skin Balm

#### BEST SUNCARE PRODUCT FOR BABIES AND CHILDREN

**GOLD:** La Roche-Posay Anthelios Dermo-Pediatrics Baby Lotion SPF 50+

**SILVER:** Childs Farm 50+SPF Roll-on Sun Lotion - Unfragranced

**BRONZE:** Lacura Kids Sun Lotion 50+ (50ml)

#### BEST BABY NAPPY TREATMENT

**GOLD:** Sudocrem Antiseptic Healing Cream

**SILVER:** Bepanthen Nappy Care Ointment

**BRONZE:** La Roche-Posay Cicaplast Baume B5 400ml

### BEDTIME

#### BEST BABY PRODUCT FOR SLEEP (INCLUDING MATTRESSES)

**GOLD:** Calpol Vapour Plug & Nightlight Lavender & Chamomile

**SILVER:** Johnson's Baby Bedtime Bath

**BRONZE:** Tommee Tippee Grofriends Light & Sound Range

#### BEST NURSERY ACCESSORY (EXCLUDING COTS/CO-SLEEPERS)

**GOLD:** Tommee Tippee Groegg2

**SILVER:** Tiny Love Tummy Time Mobile Entertainer

**BRONZE:** Tommee Tippee Twist and Click Advanced Nappy Disposal Sangenic Tec Bin

#### BEST COT/CO-SLEEPER

**GOLD:** Maxi-Cosi Iora

**SILVER:** Gaia Serena Complete Sleep+/Co-Sleep

**BRONZE:** Tutti Bambini CoZee Bedside Crib

#### BEST BABY SLEEPWEAR PRODUCT

**GOLD:** Tommee Tippee The Original Grobag Baby Sleep Bag

**SILVER:** BabyBoo Snuggleboo Sleeping Bag & Sleepsuit

**BRONZE:** MookieMerino 4 - Season Sleep Bag

## BABY CARE

### BEST BABY NEWBORN ESSENTIAL

**GOLD:** Mamia Newborn Nappies 24 Pack Size 1

**SILVER:** Mamia Newborn Mini Nappies 44 Pack Size 2

**BRONZE:** La Roche-Posay Lipikar Syndet AP+ 400ml

### BEST BABY DEVELOPMENTAL TOY/PRODUCT

**GOLD:** Matchstick Monkey Teething Toy

**SILVER:** Zazu Peek-A-Boo Soft Toy Danny

**BRONZE:** Tiny Love Wonder Buddy

### BEST BABY WIPE

**GOLD:** WaterWipes Original

**SILVER:** Mamia Extra Sensitive Wipes

**BRONZE:** WaterWipes with Soapberry

### BEST DISPOSABLE NEWBORN NAPPY

**GOLD:** Pampers Pure Protection Size 1

**SILVER:** Mamia Newborn Premium Nappies

**BRONZE:** Lupilu Newborn Nappies Size 1-2

### BEST DISPOSABLE BABY/TODDLER NAPPY

**GOLD:** Mamia Ultra-Dry Air System Nappies Size 3 to 6+

**SILVER:** Lupilu Soft & Dry Nappies Size 3 to 6+

**BRONZE:** Pampers Pure Protection Range Size 2-6

### BEST NAPPY PANT

**GOLD:** Pampers Premium Protection Nappy Pants

**SILVER:** Mamia Easy Pants

**BRONZE:** Lupilu Soft & Dry Baby Pants Junior Size 5-6

### BEST NAPPY CHANGING ACCESSORY

**GOLD:** Mamia Nappy Sacks

**SILVER:** Lupilu Nappy Sacks

**BRONZE:** Tommee Tippee Twist and Click Advanced Nappy Disposal Sengenec Tec Bin

### BEST BABY SOOTHER RANGE

**GOLD:** Tommee Tippee Closer to Nature Soother Range

**SILVER:** Tommee Tippee Ultra Light Soother Range

**BRONZE:** Haakaa Nano Silver Silicone Soother

## BABY HEALTH

### PREFERRED BABY PAIN RELIEF FOR TEETHING

**GOLD:** Calpol Sugar Free Infant Oral Suspension (Syringe) 60ml

**SILVER:** Nelsons Teetha Teething Granules

**BRONZE:** Nelsons Teetha Teething Gel

### PREFERRED BABY TREATMENT FOR RELIEF OF COLIC

**GOLD:** Infacol Colic Relief Drops

**SILVER:** Colief Infant Drops

**BRONZE:** MyPro Kolicare

### PREFERRED OMEGA SUPPLEMENT FOR TODDLERS AND KIDS

**GOLD:** Eskimo-3 Kids Chewable DHA+

**SILVER:** Vitabiotics Wellkid Peppa Pig Omega-3

**BRONZE:** Cleanmarine Orange Burst for Kids

### PREFERRED VITAMIN D SUPPLEMENT FOR BABIES

**GOLD:** BabyVitD3 Vitamin D3 Drops

**SILVER:** BabyD Vitamin D3 Food Supplement

**BRONZE:** Colief Vitamin D3 Drops

### PREFERRED SUPPLEMENT/MULTIVITAMIN FOR BABIES, TODDLERS AND KIDS

**GOLD:** Vitabiotics Wellbaby Multi-vitamin Liquid

**SILVER:** Vivioptal Junior

**BRONZE:** Simple Daily Vitamin Club - Kids Omega-3 & Multivitamins Soft Gummies

### PREFERRED ESSENTIAL SUPPORT FOR BABY DIGESTION

**GOLD:** Bio-Kult Infantis

**SILVER:** OptiBac Probiotics For Your Baby

**BRONZE:** Udo's Choice Infant's Blend Microbiotics

## FEEDING AND WEANING

### BEST ORGANIC BABY FOOD RANGE

**GOLD:** Mamia Organic Baby Food Range

**SILVER:** Lupilu Organic Fruit Pouches Range

**BRONZE:** Lupilu Organic Fruit & Vegetable Pouches Range

### BEST BABY/TODDLER SNACK

**GOLD:** Freddy Fyffes Bananas

**SILVER:** Mamia Organic Apple Mini Rice Cakes

**BRONZE:** Mamia Junior's Mini Rice Cakes - Raspberry

### BEST ORGANIC BABY/TODDLER SNACK

**GOLD:** Lupilu Organic Carrot Sticks, Multipack

**SILVER:** Chloe's Organics Cheese & Herb Crispy Sticks

**BRONZE:** Chloe's Organics Carrot & Coriander Crispy Sticks

### BEST PRODUCT FOR WEANING

**GOLD:** WaterWipes with SoapBerry

**SILVER:** Chloe's Organics Baby Porridge & Muesli

**BRONZE:** BabyBoo YummyBoo Feeding Bib

### BEST HIGH CHAIR

**GOLD:** Stokke Tripp Trapp High Chair

**SILVER:** Baby Elegance Nup Nup High Chair

**BRONZE:** Maxi-Cosi Minla

### BEST FEEDING BOTTLE RANGE

**GOLD:** Tommee Tippee Closer to Nature Bottle Range

**SILVER:** Haakaa Generation 3 Silicone Breast Pump 160ml & Bottle Set

**BRONZE:** Tommee Tippee Advanced Anti-Colic Bottle Range

### BEST BOTTLE FEEDING ACCESSORY

**GOLD:** Milton Baby Bottle Cleaner

**SILVER:** BabyBoo DribbleBoo Bandana Bib

**BRONZE:** Tommee Tippee Perfect Prep Day & Night

## EVERY MUM ESSENTIALS

### BEST PREGNANCY SKINCARE RANGE

**GOLD:** Bio-Oil Skincare Oil

**SILVER:** Lé Mara Face Serum

**BRONZE:** My Expert Midwife Mum-to-be range

### BEST PRODUCT FOR BREASTFEEDING (EXCLUDING BREAST PUMPS)

**GOLD:** Multi-Mam Compresses

**SILVER:** Silverette Nursing Cups - The Original Cup, Pure 925 Silver

**BRONZE:** Tommee Tippee Made for Me Nipple Cream

### BEST PREGNANCY SUPPLEMENT

**GOLD:** Vitabiotics Pregnacare Plus

**SILVER:** Udo's Choice Ultimate Oil Blend Capsules

### BEST IRON SUPPLEMENT FOR PREGNANCY

**GOLD:** Active Iron Pregnancy

**SILVER:** Spatone Liquid Iron Daily Shots

**BRONZE:** Vitabiotics Ferroglobin Liquid

### BEST BREAST PUMP

**GOLD:** Haakaa Silicone Breast Pump with Suction Base 150ml

**SILVER:** Tommee Tippee Made for Me Silicone Breast Pump

**BRONZE:** Elvie Breast Pump

### BEST FERTILITY SUPPORT

**GOLD:** Vitabiotics Pregnacare Before Conception

**SILVER:** Proceive Women

**BRONZE:** FERTI.LILY Conception Cup

## HOME CLEANING

### BEST HOME CLEANING PRODUCT

**GOLD:** Milton Antibacterial Surface Spray

**SILVER:** Mamia Baby Care Sterilising Fluid

**BRONZE:** PowerForce Multi Action Cleaner

### BEST FABRIC CONDITIONER

**GOLD:** Almat So Soft Luxurious Fabric Conditioner

**SILVER:** SuperValu Spring Fresh Concentrated Fabric Conditioner 1.5L

**BRONZE:** SuperValu Pure Concentrated Fabric Conditioner 3L

## SERVICES

### BEST FAMILY FRIENDLY BABY RETAILER

**GOLD:** The Baby Room at Smyths

**SILVER:** Tony Kealys

**BRONZE:** Baby Elegance

### BEST FAMILY FRIENDLY SUPERMARKET

**GOLD:** SuperValu

**SILVER:** Aldi Ireland

**BRONZE:** Lidl Ireland



## Well done to all the winners of the NPPA 2020!

We are so proud of this industry and are 100% committed to supporting you by championing your award-winning products.

Ensuring that your parenting audience is connected with the right content explaining why you have won and where they can purchase, is key to the success of this award.

We are ready to support you with this ambition through our everymum, Ultimate Maternity Guide and content creation services.

Talk to us today about how we can amplify your win or if you would like to purchase an in-depth industry report from Kantar on your product category, full of insights and consumer responses.

Thank you for being part of the National Parenting Product Awards 2020. It really has been an incredible year.

Kind Regards,

A handwritten signature in black ink that reads 'Gina Miltiadou'. The signature is written in a cursive, flowing style.

Gina Miltiadou